



## *Better Buildings Residential Network Peer Exchange Call Series*

*Known Unknowns: Key Energy Efficiency Trends in the  
New Year?*

*January 13, 2022*

# Agenda and Ground Rules

- Agenda Review and Ground Rules
- Opening Poll
- Residential Network Overview and Upcoming Call Schedule
- Featured Speakers
  - **Tucker Wright**, KSV
  - **Rachel Gold**, Rocky Mountain Institute
- Open Discussion
- Closing Poll and Announcements

## Ground Rules:

1. **Sales of services and commercial messages are not appropriate** during Peer Exchange Calls.
2. Calls are a safe place for discussion; **please do not attribute information to individuals** on the call.

*The views expressed by speakers are their own, and do not reflect those of the Dept. of Energy.*

# Better Buildings Residential Network

## Join the Network

### Member Benefits:

- Recognition in media, social media and publications
- Speaking opportunities
- Updates on latest trends
- Voluntary member initiatives
- One-on-One brainstorming conversations

### Commitment:

- Members only need to provide *one number*: their organization's number of residential energy upgrades per year, or equivalent.

### Upcoming Calls (2<sup>nd</sup> & 4<sup>th</sup> Thursdays):

- *1/27: Smart Diagnostics – New Advances in the Efficiency Field*
- *2/10: Secrets from the Most Successful Residential Efficiency Programs*
- *2/24: It's Not About Energy, It's About Comfort – Addressing the Reality*

Peer Exchange Call summaries are posted on the Better Buildings [website](#) a few weeks after the call

For more information or to join, for no cost, email [bbresidentialnetwork@ee.doe.gov](mailto:bbresidentialnetwork@ee.doe.gov), or go to [energy.gov/eere/bbrn](http://energy.gov/eere/bbrn) & click Join




**Tucker Wright**  
*KSV*



# When Energy Efficiency is a No-Brainer

*What We've Learned from Using Relevant Life-Moments  
Targeting & Customized Messaging to Sell Through Energy  
Efficiency Home Improvement Projects.*





KSV is a marketing firm committed to a more sustainable existence with over 40 years of experience in marketing energy efficiency. Our mission is to use our creativity to amplify the efforts of our clean energy clients and help people make decisions that positively impact their own lives, the lives of others, and the planet.

There is nothing we love more than to elevate the success of any organization that shares that mindset with us.





# Barriers of EE Home Projects



Lack of  
Awareness

Low Desire

Time & Effort

Cost/Financing



# We wondered...

What if we could target consumers where the  
runway was clear and the barriers were  
lowered?







## Our Overarching Strategy

*Hyper-target homeowners during use cases (e.g. life moments) when the barriers to large projects may be lowered and they have the highest likelihood of undertaking home energy efficiency improvements.*

Listing a  
home for  
sale

Purchasing  
a new  
home



Proactively  
replacing  
equipment  
due to  
discomfort

Making a  
larger  
upgrade or  
renovation






## Social Media




**Post:**  
Add air sealing & insulation to your project and get the most out of your renovation. New York State is offering \$1,000+ to seal and insulate your home.




**Renovating?**

**Get Started**  
[nyscrda.ny.gov/comfort](https://nyscrda.ny.gov/comfort)



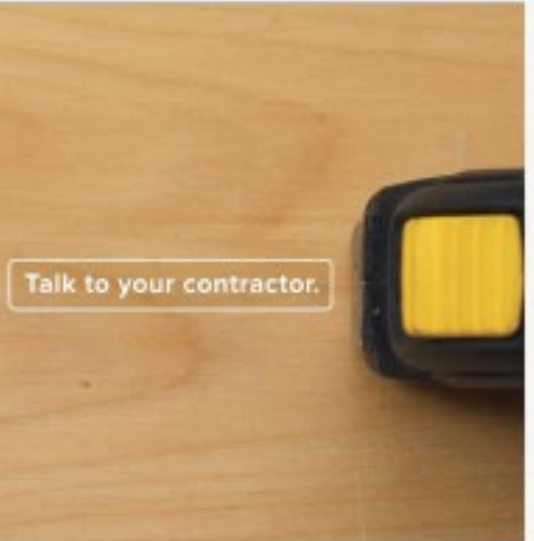
**Build energy performance into your project.**

**Get Started**  
[nyscrda.ny.gov/comfort](https://nyscrda.ny.gov/comfort)



**Get the most out of your investment.**

**Get Started**  
[nyscrda.ny.gov/comfort](https://nyscrda.ny.gov/comfort)



**Talk to your contractor.**

**Get Started**  
[nyscrda.ny.gov/comfort](https://nyscrda.ny.gov/comfort)



# Native



## Renovating? Before You Start, Read This.

BY NYSERDA - Here's one renovation guide you won't want to miss—one that will save you time, energy, and money.

≡ TIME



### Everything You Need to Know About *The Falcon and the Winter Soldier*

In *The Falcon and the Winter Soldier*, streaming March 19 on Disney+, Captain America is gone. Or, at least the Steve Rogers who appeared in nearly a dozen Marvel movies, is anyway. The man who...



### What to Know About Children's Author Roald Dahl's Controversial Legacy

Concerns about anti-Semitism, racism and misogyny have raised questions about the widely beloved author



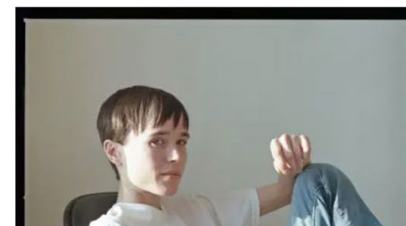
### What to Know About Netflix's *Operation Varsity Blues*—and the College Admissions Scandal That Inspired It

The \$25 million scheme has been playing out in headlines since March 2019



### Renovating? Before You Start, Read This.

BY NYSERDA - Here's one renovation guide you won't want to miss—one that will save you time, energy, and money.



### Elliot Page Is Ready for This Moment

In the first interview Page has given since disclosing that he is transgender, the actor discusses his identity



### Michelle Obama's Wonderful Netflix Show *Waffles + Mochi* Is the *Sesame Street* of Food TV

Parents desperate for a distraction during these seemingly



⚡

DRY LAUNDRY





# Native

Home / Topics / Subject / Real Estate



REAL ESTATE  
**How to Garden**  
You don't have to have a garden to have access to herbs for your kitchen.  
Tania Isacco

## Your Largest Energy Expense Is Heating and Cooling.

Whether you're seeing rising bills, rooms too hot or cold, or both, it might be time to kick your equipment to the curb. Here's what to look out for.

Sponsored NYSERDA



### THE LATEST

#### US Long-Term Mortgage Rates Edge Higher; 30-Year at 3.09%

U.S. long-term mortgage rates continued to edge higher this week as the benchmark 30-year loan stayed above the 3% mark.

Associated Press March 18, 2021



#### Your Largest Energy Expense Is Heating and Cooling.

Whether you're seeing rising bills, rooms too hot or cold, or both, it might be time to kick your equipment to the curb. Here's what to look out for.

Sponsored NYSERDA



### RECOMMENDED

HEALTH NEWS  
CDC Updates School Distancing Guidelines



POLITICS  
Biden to Tap Bill Nelson to Lead NASA



THE REPORT  
The Democrats' Quandary Over Cuomo



POLITICS  
House Passes Immigration Bills



EDUCATION NEWS  
CDC Shows Pitfalls of Flouting School Guidance



SPONSORED

#### 6 Signs Your Heating or Cooling System Needs Replacing



Whether you're seeing rising bills, rooms too hot or cold, or both, it might be time to kick your equipment to the curb.

## Social Media



NYSERDA

Thinking of replacing your old, dirty heating or cooling equipment? New York State is offering \$1,000+ to seal and insulate your home so that you'll have more replacement options and lower your overall costs.



**Learn How**

[www.nyserda.ny.gov/comfort](http://www.nyserda.ny.gov/comfort)



## What Happened Next?

- The 2019 campaign was a huge success from an awareness and education standpoint with renovation and proactive equipment replacement life moments delivering a significantly better ROI - likely due to the aggressive real estate market.
- While the campaign did not run in 2020 due to the onset of the COVID-19 pandemic, our client relaunched the initiative in 2021 with an air-sealing and insulation program offer.
- Based on an ROI analysis done by the program team the campaign will relaunch in 2022 with the potential to test a new life moment - first heating season in the new home.





**So, what can you do?**



**Document barriers to entry for your products and services and brainstorm specific moments when those barriers may be lowered or even eliminated.**



**Work with your internal marketing teams and outside partners to determine what opportunities are available to intersect with customers when they are in those moments.**



**Test. Learn. Repeat.**  
**Don't be afraid to fail!**



An aerial photograph of a suburban neighborhood. The image shows a grid of streets with houses, lawns, and trees. The houses have various roof colors, including brown, grey, and red. Some houses have swimming pools in their backyards. The streets are paved and have some parked cars. The overall scene is a typical suburban residential area.

# THANK YOU.

Come visit us @ [ksvagency.com](https://ksvagency.com)





**Rachel Gold**  
Rocky Mountain Institute



# Known Unknowns: Key Energy Efficiency Trends in the New Year

**Better Buildings Residential Network**

**Rachel Gold | RMI**

**January 13, 2022**



# RMI's Mission: Transforming the global energy system to secure a clean, prosperous, zero-carbon future for all

## Driving Decarbonization



Carbon-Free  
Electricity



Carbon-Free  
Mobility



Carbon-Free  
Buildings



Carbon-Free  
Industry

## Strengthening Market Catalysts



Data &  
Transparency



Climate  
Finance



Technology



Education &  
Capacity  
Building

## Working Across Critical Global Geographies



China



US



India



Africa, SE Asia,  
Islands



Cities



# Context: Why does this matter?

**Home energy solutions are an increasingly crucial part of solving the decarbonization puzzle and help the US meet our climate goals.**



## **Bringing Clean Energy Home**

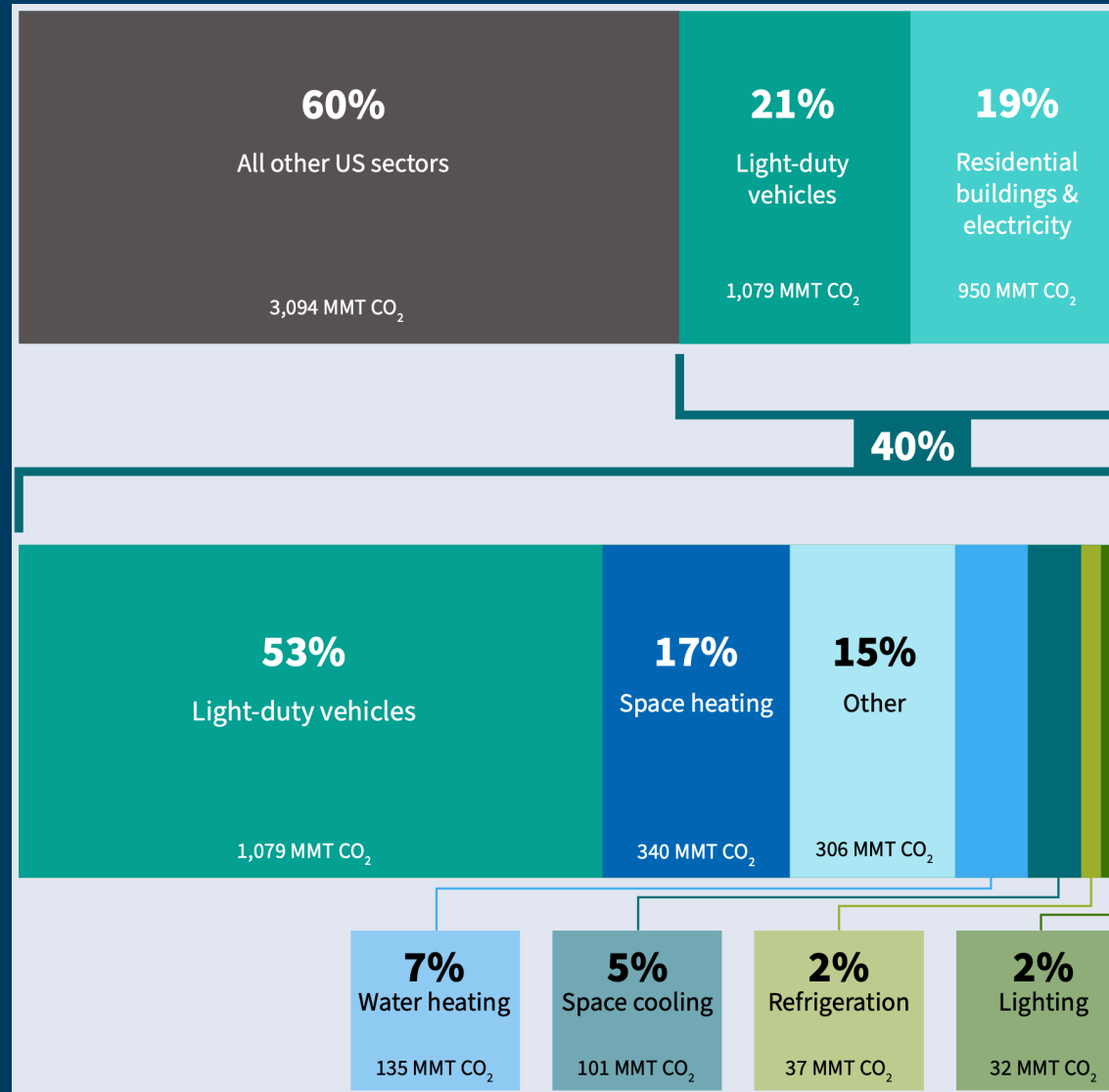
Unlocking Innovation and Policy to Align US Household Energy Use with Ambitious Climate Targets



Report / Oct 2021

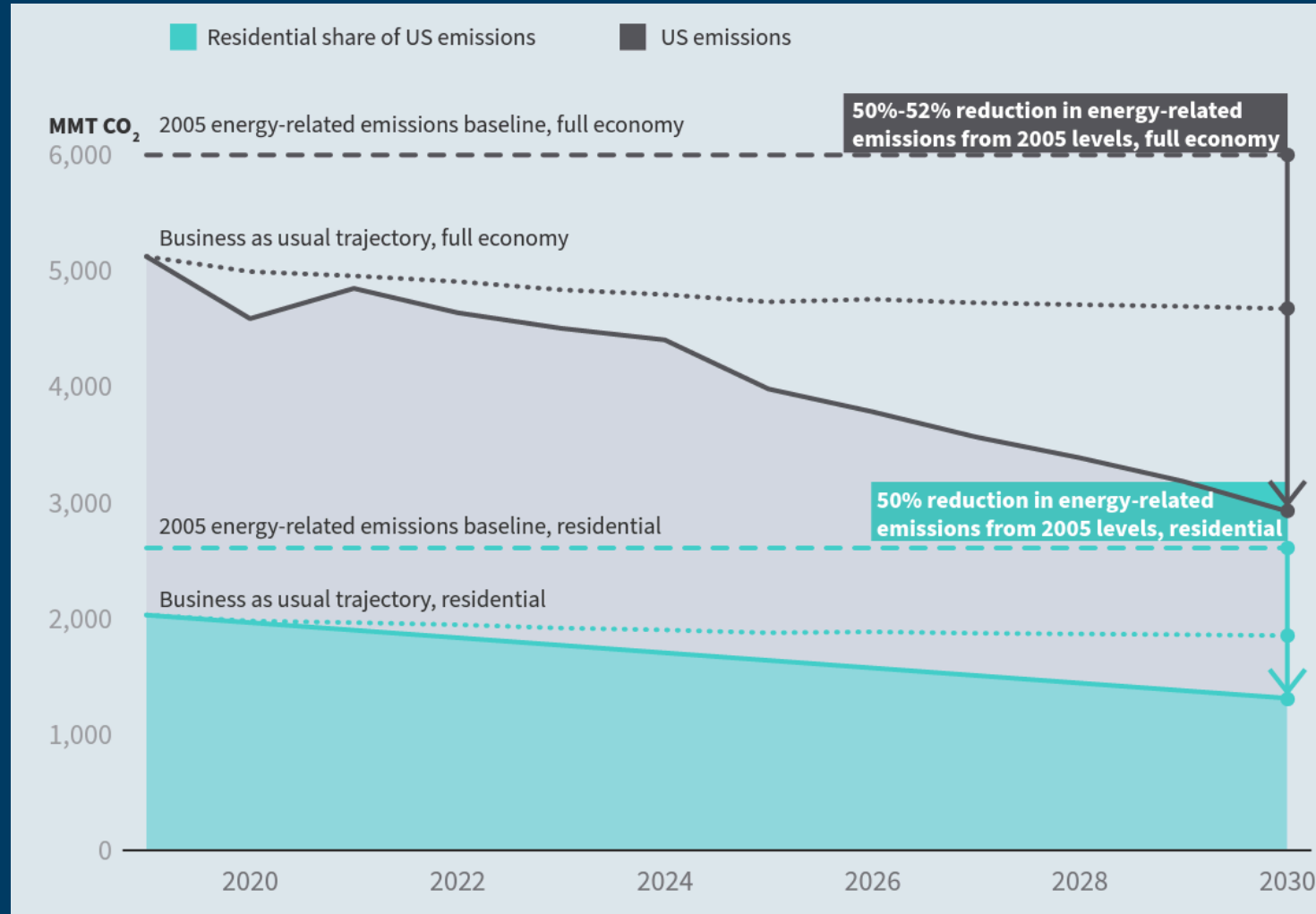
# The energy transition can start at home

## US energy-related CO<sub>2</sub> emissions, 2019

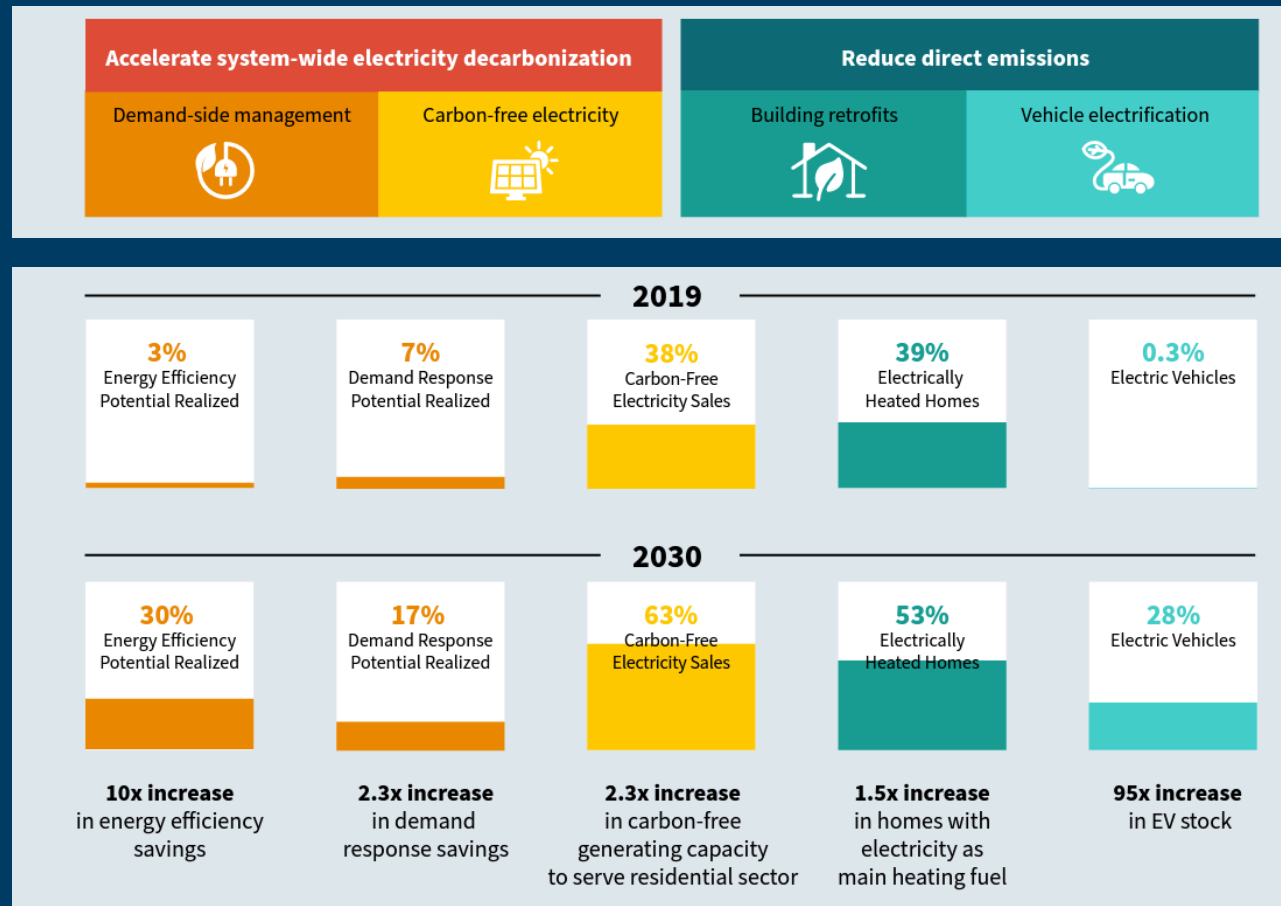


# The residential sector is not on track for emissions reductions in line with US climate targets

US energy emissions reductions required by 2030 to reach US climate targets

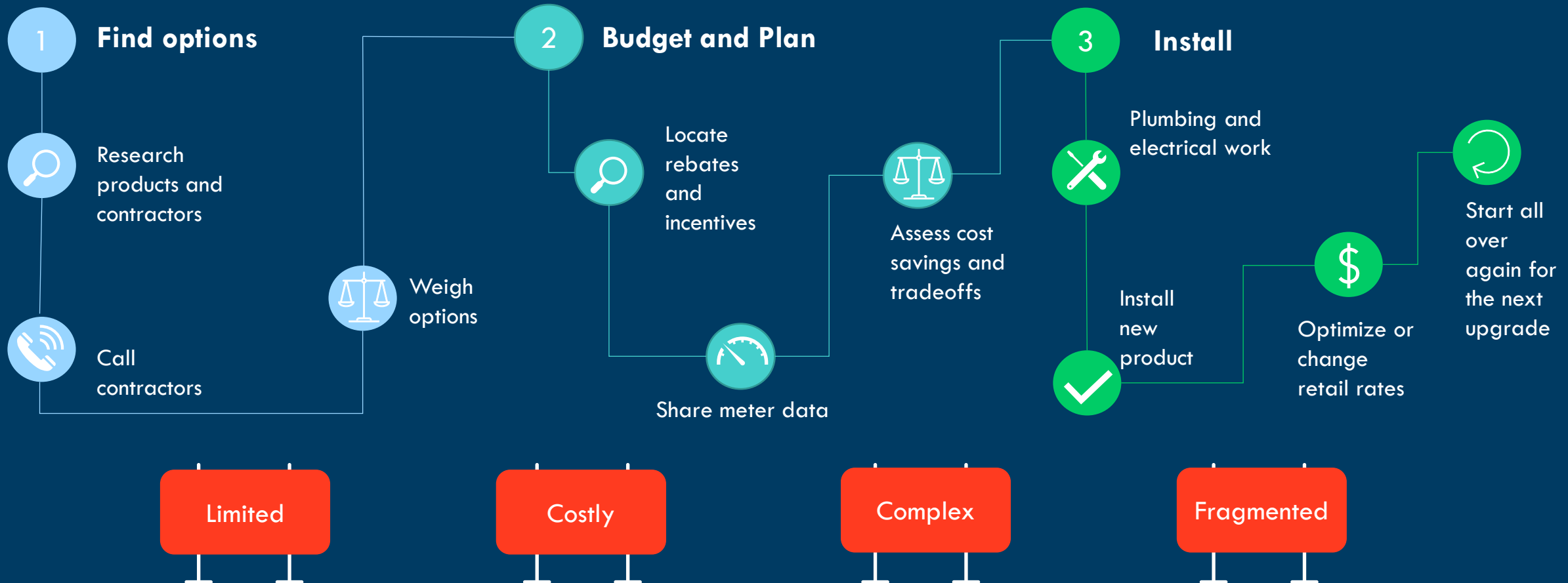


# Households have options today to reduce emissions. Scaling adoption can help meet climate policy goals.



Indicative adoption levels of  
key technologies consistent  
with achieving 50% emissions  
reductions targets

# Households face many direct barriers to adoption today, often linked to underlying policy and regulatory structures



# To get on track, solutions need to be easy

## Barriers to customer adoption

**Limited**

**Costly**

**Complex**

**Fragmented**

## Principles for emerging solutions

**Targeted**

**Affordable**

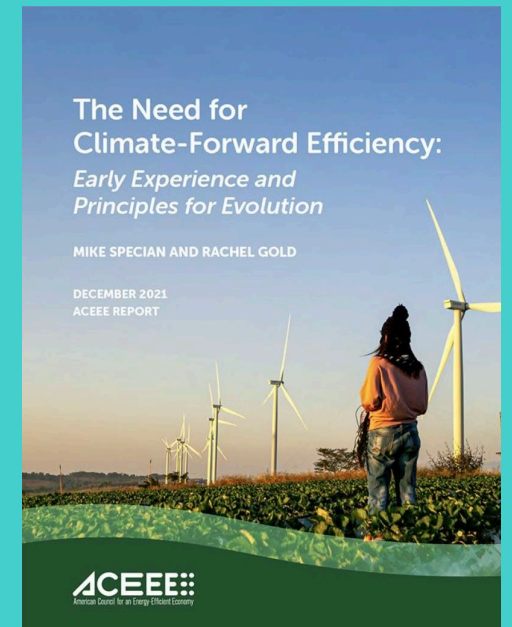
**Simple**

**Integrated**

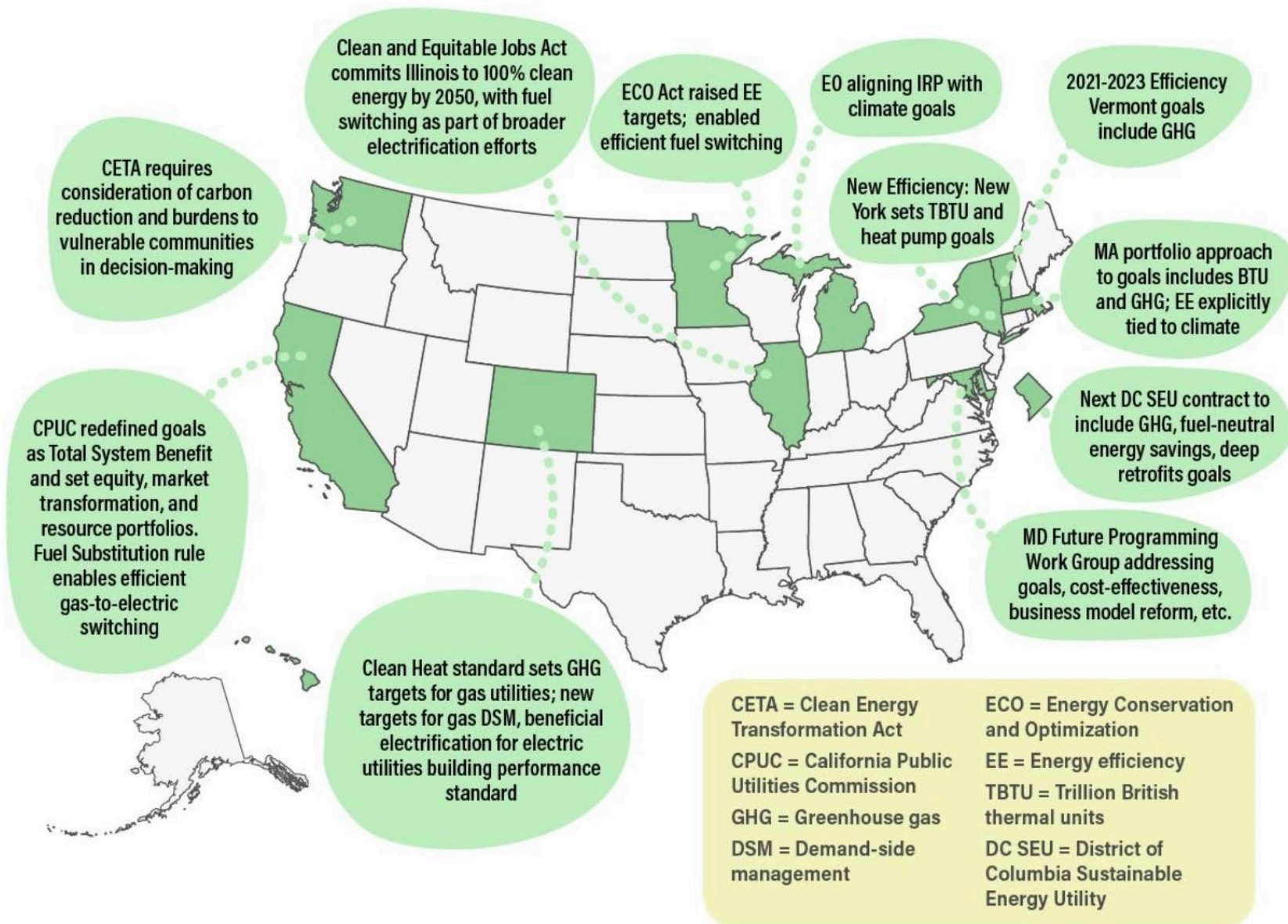


# Accelerating efforts to align residential programs with decarbonization objectives in "climate-forward" efficiency

- **Redefining energy efficiency**
  - Electrification
  - Passive demand reduction (e.g, targeted EE to save at peak)
  - Demand flexibility (e.g, managed EV charging)
  - Non-energy resources (e.g, refrigerant savings, tree planting)
- **Updated metrics to measure success**
  - Avoided GHG
  - All-fuel savings, usually measured in Btu
  - Total system benefit – uses total economic benefits, including GHG reductions, of EE to set goals
  - Proxy metrics – e.g, of EVs purchased, large buildings retrofitted, HPs installed

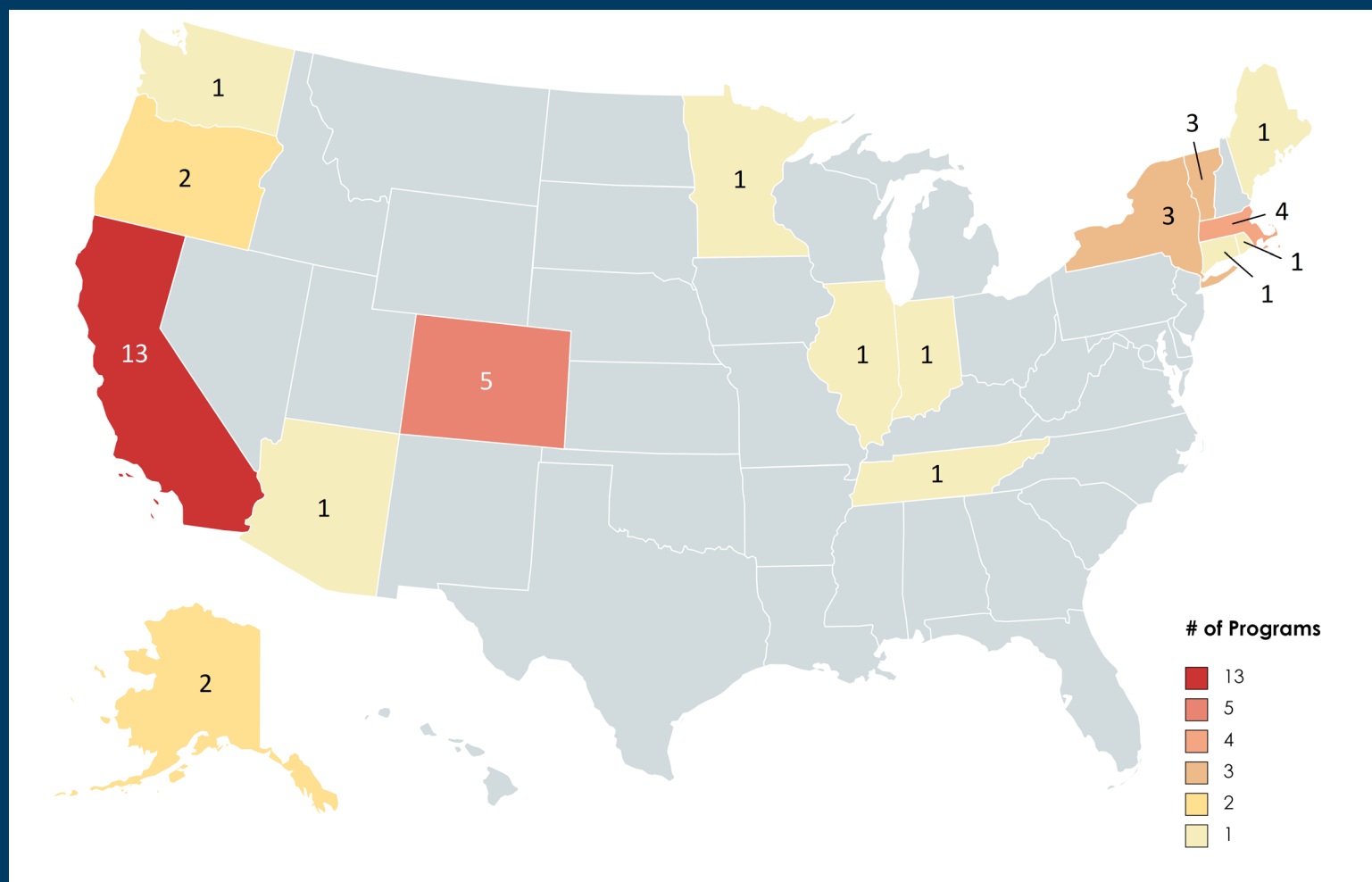


# Leading states and utilities are taking action to reform utility polices to unlock climate-forward efficiency



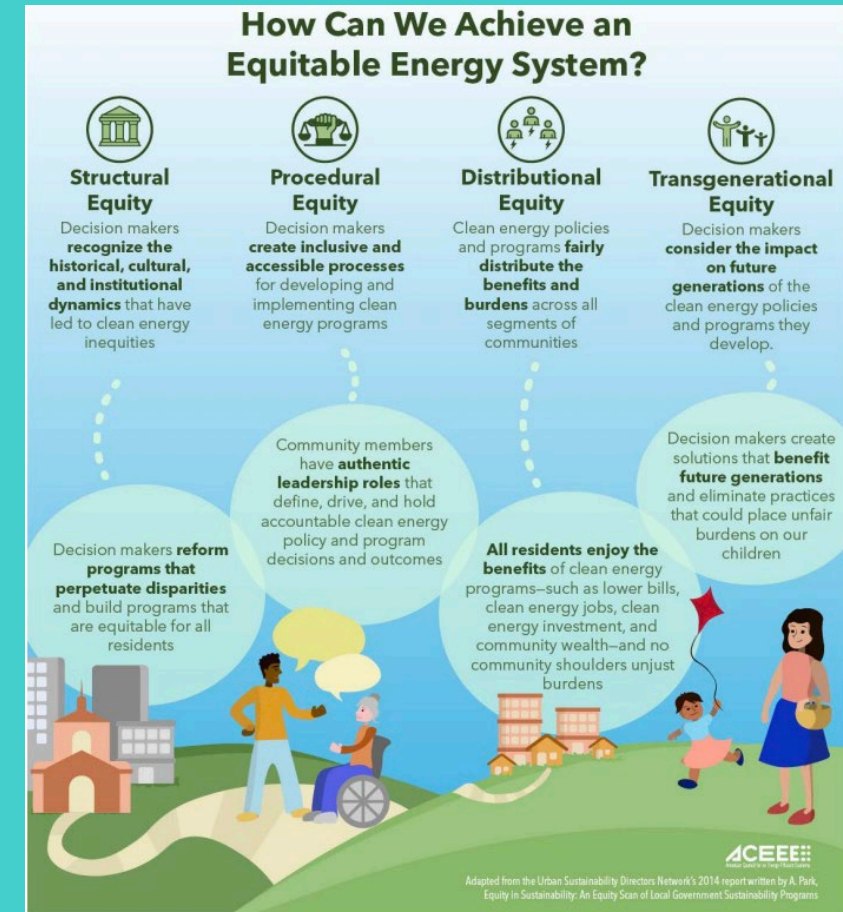
# These policy changes are already resulting in an increasing focus on programs to electrify space and water heating

- Most programs focused on residential sector, many targeted at delivered fuels (propane, fuel oil)
- Early successes with contractor or distributor incentives, high incentives enabled by putting a value on GHG reductions
- Annual budgets increased to **\$166M** in 2021, 53% growth relative to 2020



# Shift toward equity-driven customer offerings

- Efforts across federal, state, NGOs to define and track the equity metrics that matter to communities, and to better identify those communities
- Focus on energy burden (% of income spent on electricity costs) in policy and programs, especially following 5% rise in electricity burden in 2020
- Trend: legislation explicitly including equity in PUC mandates (e.g., Maine, Massachusetts, Colorado)





# Example: shift toward equity-driven efficiency offerings in Washington

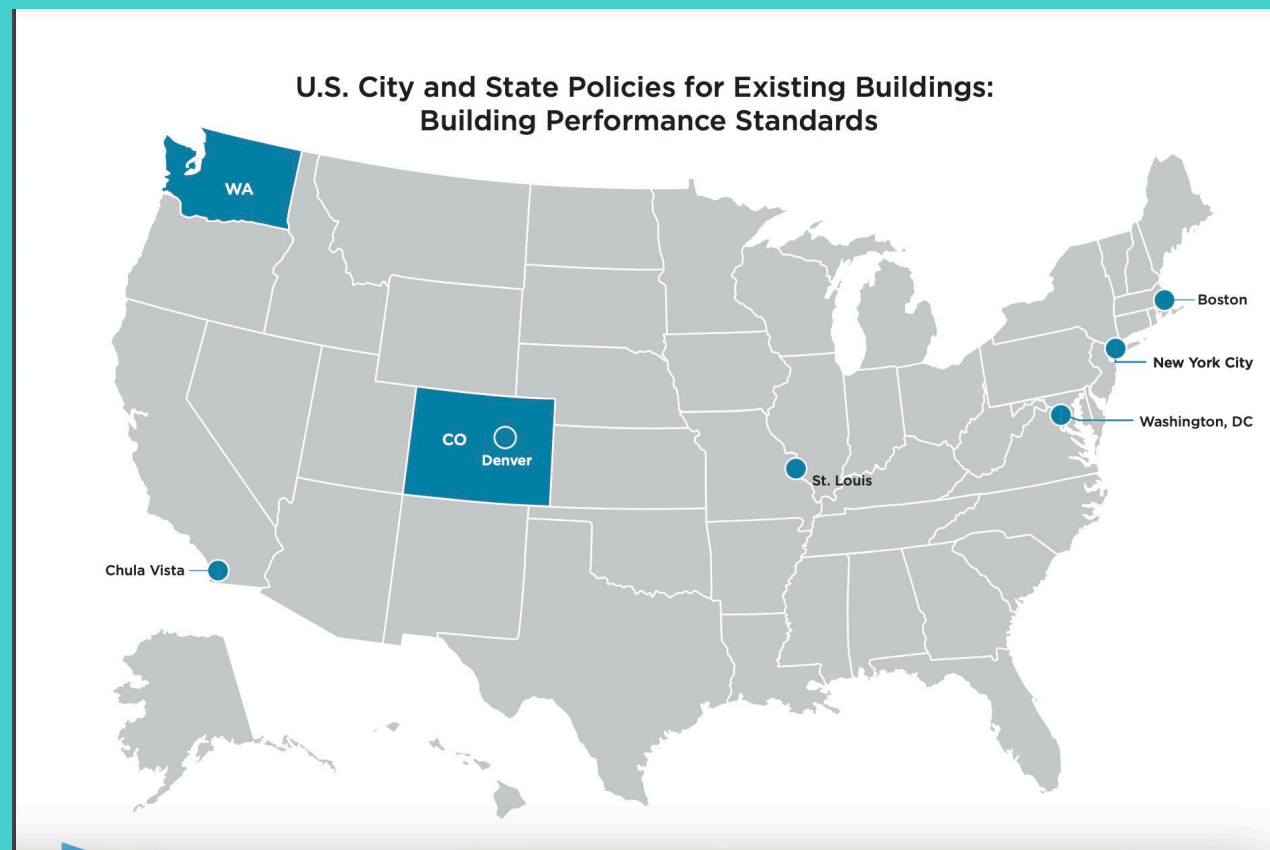


- **PacifiCorp's Clean Energy Implementation Plan evaluated all resources against these "Customer Benefit Indicators" as relevant:**
  - Participation in company energy and efficiency programs and billing assistance programs
  - Households experiencing high energy burden
  - Community-focused efforts and investments
  - Indoor air quality
  - Efficiency of housing stock and small businesses, including low-income housing
- **Resulted in the inclusion and expansion of:**
  - Enhanced multifamily and manufactured housing incentives (windows, lighting, duct sealing, new construction)
  - Expanded lamp buy downs in "dollar stores"
  - Assistance for non-electric, non-gas heating, replacement with ductless heat pumps
  - Increased funding for low-income weatherization
- **Programs to track key groups of participants** – e.g, those in highly impacted communities, renters, MF and manufactured home residents



# Driving energy efficiency and electrification with a broad range of policy tools

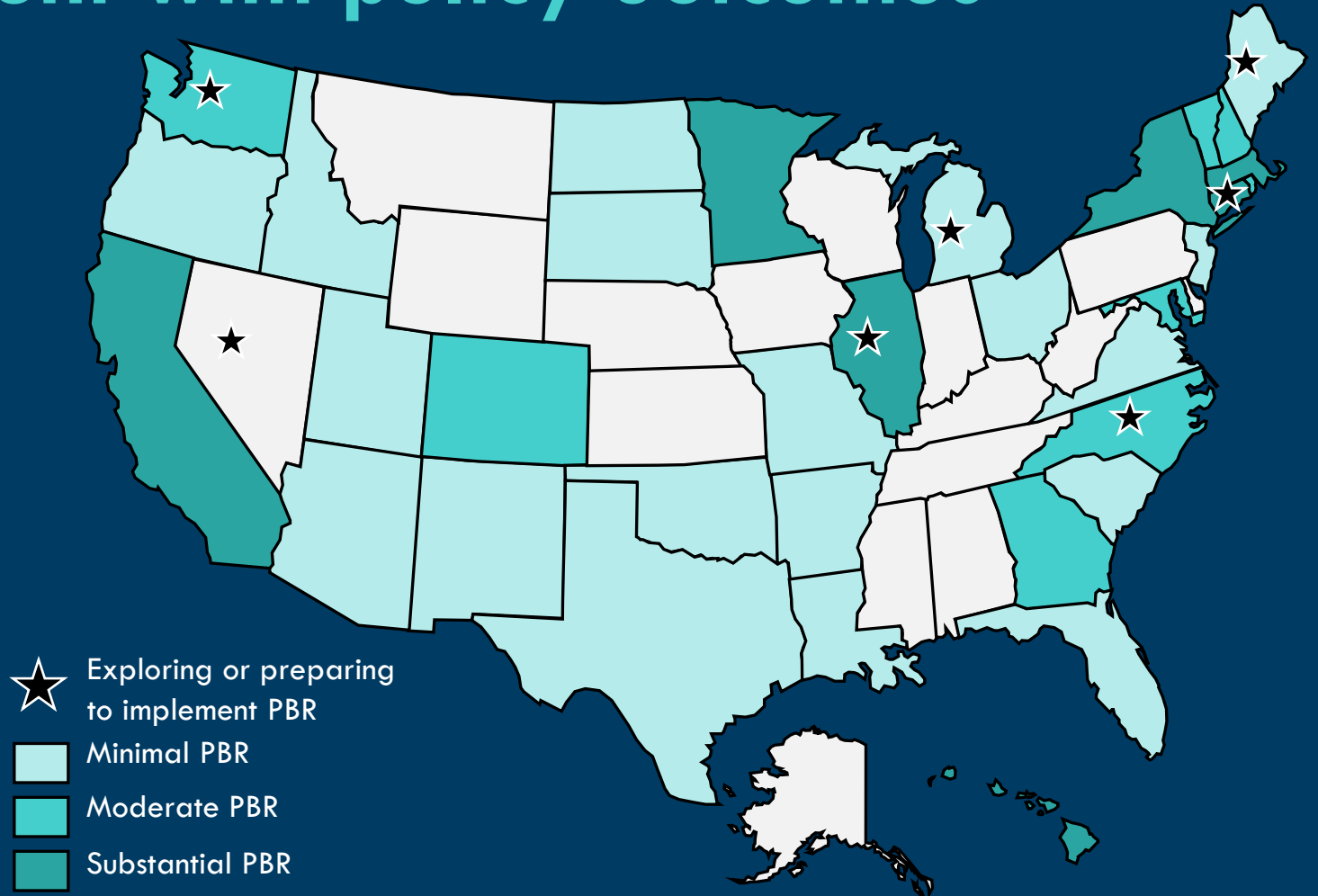
- Existing buildings – building performance standards, other state + city commitments and actions
- Codes – shifts to incentivize all-electric new construction
- Shifts to utility incentives in performance-based regulation
- State investments, and potential for further federal investments in Build Back Better Act



# Reanimated performance-based regulation (PBR) to align utility investment with policy outcomes

- PBR has been around for decades and is common outside the U.S. (e.g., UK, Canada, AUS)
- Seven U.S. states actively exploring or preparing to implement PBR

Here, substantial PBR means that the state uses revenue decoupling, MRPs, and PIMs. Moderate PBR means it uses two of these mechanisms, and Minimal PBR means it uses one of these mechanisms.

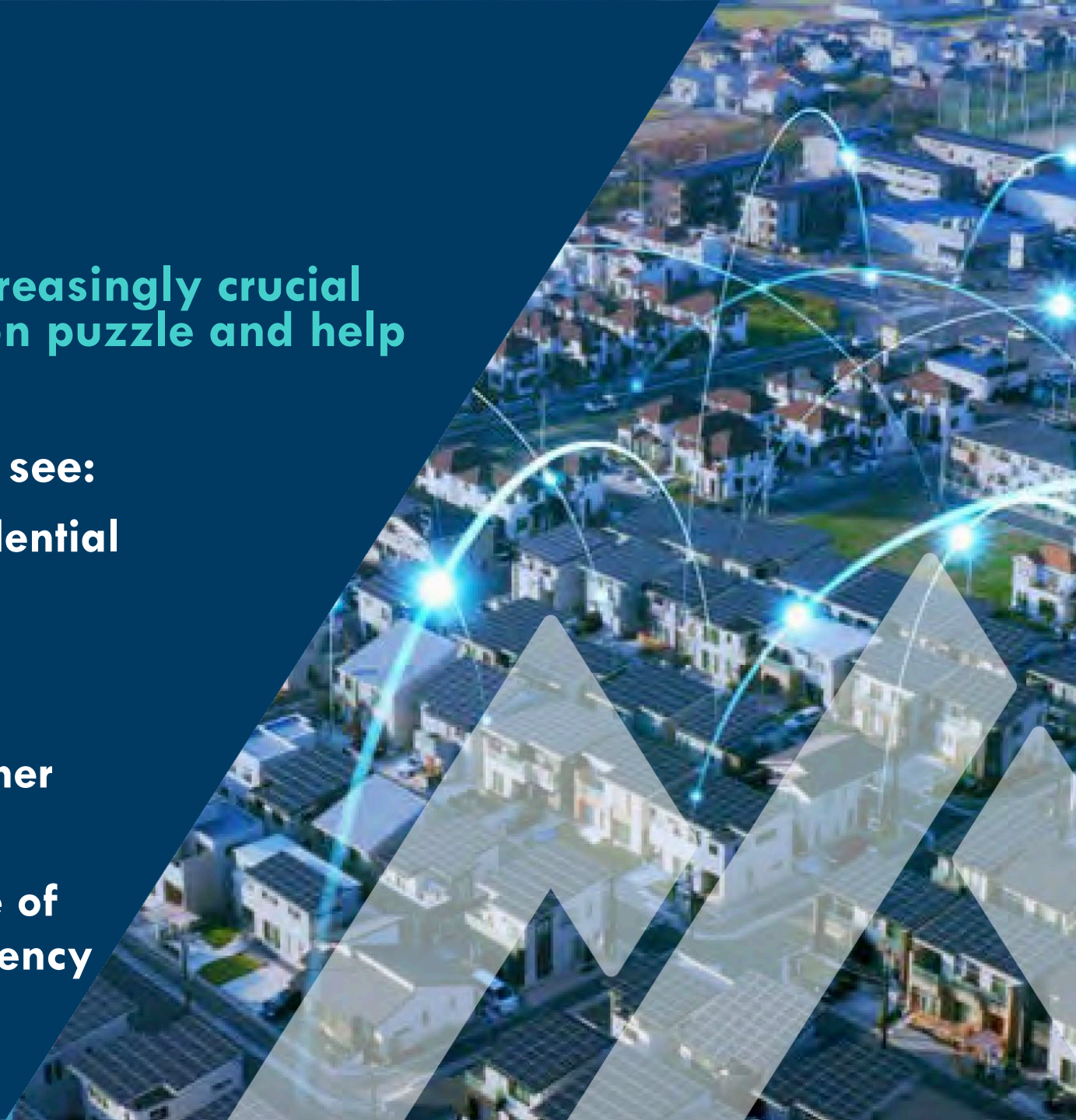




**Home energy solutions are an increasingly crucial part of solving the decarbonization puzzle and help the US meet our climate goals.**

**Three predictions for 2022 – we'll see:**

- **Accelerating efforts to align residential programs with decarbonization objectives in "climate-forward" efficiency**
- **Shift toward equity-driven customer offerings**
- **Implementation of a broad range of policy tools to drive energy efficiency and electrification**





# Thank you!

**Download resources at:**

<https://rmi.org/insight/bringing-clean-energy-home/>

Utility Transition Hub at: <https://utilitytransitionhub.rmi.org/>

**Contact:**

Rachel Gold, [rgold@rmi.org](mailto:rgold@rmi.org)

# Explore the Residential Program Solution Center

Resources to help improve your program and reach energy efficiency targets:

- [Handbooks](#) - explain *why* and *how* to implement specific stages of a program.
- [Quick Answers](#) - provide answers and resources for common questions.
- [Proven Practices](#) posts - include lessons learned, examples, and helpful tips from successful programs.
- [Technology Solutions](#) **NEW!** - present resources on advanced technologies, **HVAC & Heat Pump Water Heaters**, including installation guidance, marketing strategies, & potential savings.



<https://rpssc.energy.gov>



# Thank You!

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or future call topic ideas to:  
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